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U. S. Department of Agriculture

JAN 19 1944

1943

Victory Catalogue
CALDWELL'S
Super Quality
STRAWBERRY PLANTS



Red Star

Dorsett

Fairfax

Shelton

Note the roots on above plants. Living Examples of Vigor and Vitality.

Buy them once and you will always come back for more.

Theres a Reason, Our Plants Will Prove It.

M. V. CALDWELL

ROUTE 5

LISBON, OHIO

Two Minutes With You

At the present time things look good for the Berry Grower. All indications point to extremely high prices this year and I firmly believe this is the time to go ALL OUT IN YOUR PLANTINGS, because prices are bound to be high for the next year or two at least. Everyone who can should at least set enough for his own use. One of our Victory Collections will fill the bill. They will fit in very nicely because they are so arranged that you will have early, midseason and late in any of them and at a special price to you. It has always been my aim to furnish my customers with a better class of plants than they can buy anywhere else. That I have been successful is amply proven by the phenomenal demand for them year after year. Its no trouble to find buyers if you have the right quality because they will always come back for more. There is plenty of room at the top but its awfully crowded below. I raise and sell only varieties that make good with me and am constantly on the lookout for new and better varieties. Thanking my many loyal customers for past orders I hope by honest and square dealing to merit a continuance of your patronage and at the same time assuring you of my best efforts to still further improve the quality of my plants. With these words I will ring off.

ALL OUT FOR VICTORY

M. V. CALDWELL

Route No 5.

Lisbon, Ohio

Seeing is Believing

If you have never bought of me before there is a way to prove to you the Superiority of our plants. Just give me an order this year and see for yourself. I am sure you will be so well pleased with the plants that there will be no question as to where you will send your orders in the future.

Important to You

Always remember it pays to buy the best, they are the cheapest in the end. Your success or failure depends on the quality of plants you buy. Naturally, ours may cost you more but they are Worth It. You will say the same when you see the plants and the results you get from them.

Fresh Dug Plants

Remember every plant I send out is absolutely fresh dug to your order, properly cleaned, all ready to set. Carefully selected (Only the Best Sent Out) full of vigor, vitality and a root system with no comparison. Keep in mind that you are not buying field run stuff or storage plants when you place an order with me. And don't let anyone tell you that storage plants are better than fresh dug ones for they positively are not.

Satisfied Customers

I have always found that a satisfied customer is my best advertisement. They will always tell their friends of our Super Quality Plants and in turn they will tell theirs so it means just an endless chain of advertising for CALDWELL'S Plants. Each year a large share of our orders come just in that way. In appreciation of the fine words spoken for our plants by our customers I want to say "Thanks a Million Folks". Just keep 'em coming.

Strawberries Only

I devote all my time to the raising of Strawberry Plants Only. I grow them all on New ground, of a sandy loam which is ideally suited for them. This combined with the special care which we give them throughout the season produces a better class of plants than anyone else. Their Superiority is widely known.

True to Name

While I take every precaution to keep my plants true to name, should any I sell prove otherwise I will upon proof of same either replace them free of charge or refund the purchase price. Further than that I will not be responsible.

Delivered Prices

Remember all prices quoted on plants in lots of 1000 or less mean delivery right to your door by Parcel Post, prepaid. Think what this would mean to you this year.

Larger Quantities by Express, Charges Collect

2000 plants \$14.00, 3000 plants \$20.00, 6000 plants or more \$6.00 per 1000. These prices apply to Dorsett, Fairfax, Shelton, Big Joe, Catskill, Gandy, Grand Champion, and Chesapeake.

TERMS

My Terms are cash with order as I make no C. O. D. shipments. Money may be sent by Registered Letter, Post Office or Express Money Order, Bank Draft or your Personal Check.

GUARANTEE

I Guarantee satisfaction with every sale, that my plants are free of disease, that they will reach you in first class condition and plants themselves will substantiate any claim I make for them.

Place Your Order Early

All orders are filled in rotation—first come first served. If possible place your order a few days ahead of the date plants are wanted then I can have them ready for you right on the dot. A little cooperation on your part will mean a lot to me in filling your order promptly and on time. Its team work that counts now.

John T. Brown, Director of Agriculture

Stanley E. Laybourne, Chief of Division

NO. 783

STATE OF OHIO

FEE PAID \$11.25

DEPARTMENT OF AGRICULTURE

DIVISION OF PLANT INDUSTRY

Certificate of Nursery Inspection

Columbus, Ohio, November, 17, 1942

This is to certify, that the nursery stock of M. V. Caldwell of Lisbon, Rt. 5 County of Columbiana, State of Ohio, consisting of Strawberry plants has been inspected by a duly authorized inspector, in compliance with Section 1126, General Code, and has been found apparently free from dangerously injurious insects and plant diseases.

This certificate does not cover the requirements of any special quarantine or regulation promulgated by the State of Ohio or by the United States Department of Agriculture.

Permission is hereby granted the above mentioned nursery firm to sell and ship nursery stock which has been inspected for the year ending September 15, 1943.

This certificate issued for sales place at Route No. 5, Lisbon, Ohio.

This certificate, granted under the provisions of Section 1135, General Code, is invalid after September 15, 1943, and may be revoked earlier for cause.

John W. Baringer

Specialist in charge insect and plant control

John T. Brown

Director of Agriculture

A copy of the above State Certificate goes with every lot of plants sent out. And in addition, all shipments going outside the Japanese infested area has a certificate of the U. S. Department of Agriculture showing our plants to be free from Japanese Beetle

SOME CLASS TO THIS BUNCH

EIGHT PLANTS IN ALL



This is the class of plants that I fill your orders with. Note the root system, vigor and vitality. They are sure to live and grow. Try them once and see the difference in the results you get.

Quality Counts

In selecting your varieties you should choose those of the best quality, don't fall for quantity and overlook quality. Here are six varieties that I consider outstanding quality, Dorsett, Fairfax, Shelton, Grand Champion, North Star and Chesapeake. The first four are also very heavy producers and the other two produce a good crop of really fancy berries.

Time to Plant

Spring is the logical time to set plants and as soon as the ground is in good working condition. I believe the quality of plants you set is more important than the time you set.

Distance To Set

Rows should be 4ft. wide and varieties that make lots of plants such as Dorsett, Aberdeen, Big Joe, Shelton and Grand Champion should be set 30in. apart and other varieties 24in. and Everbearing varieties 15in. to 18in.

CULTIVATION

It should begin as soon as plants are set in order to keep down the weeds and keep the ground loose. Hoe them often and after the runners start see that each new plant is spaced 6 to 8 inches apart. This can be done while hoeing and will more than repay you for doing it as it will insure you a nice spaced row that will produce you a bumper crop of the finest berries next season. Quality always commands a premium, so aim to have yours just a little better than the other fellow. But it can't be done if you allow your plants to become too thick in the row.

Varieties and Prices

DORSETT. The Dorsett is one of the Best Early Varieties we have. They make a vigorous growth, with lots of plants, in fact care should be taken to not let them get too thick in the row for best results. They produce a heavy crop of Very Large Bright Red Berries of the finest quality, and in great demand at top prices. I sell more Dorsett (and Fairfax) plants than any other kind, which attests their popularity.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00, 1000 plants \$8.00.

FAIRFAX. The Fairfax is a real rival to the Dorsett, usually two or three days later in ripening, and continues over a long period. It is a very vigorous grower and makes plenty of large, strong plants and produces a heavy crop of very large, very firm dark red berries. Very sweet (hence less sugar) and a flavor all its own, one you will never forget. Once you set Fairfax plants you will always come back for more. The heavy demand for plants each year proves that the people are sold on the Fairfax.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00, 1000 plants \$8.00.

SHELTON. The Shelton is a New Early Variety that really proved outstanding for me last year, in every way. They are a vigorous grower, make plenty of large, strong plants and produce a heavy crop of very large, beautiful shaped, firm, brilliant red berries that are real beauties and just as good as they look. Just about the best berry I have ever seen, and the quality and flavor is very enticing. Very sweet, requires less sugar. Pin Your Cross To the Shelton And You Will Make No Mistake.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00, 1000 plants \$8.00.

CLERMONT This is a new medium early variety that is a very vigorous grower and makes lots of plants. It is a heavy bearer of large size, light red berries of good quality. Very scarce this year.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00.

GRAND CHAMPION The Grand Champion is an all season bearer and is rapidly coming to the front. Just think of a variety that starts to ripen with the early ones and continues on with the late varieties. They will be just loaded with ripe and green berries and lots of bloom all at the same time. They make a vigorous growth and plenty of plants and bear an enormous crop of very large, beautiful bright red berries of the finest quality. What more can you ask for one variety. Try our Grand Champion. They will not disappoint you.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00, 1000 plants \$8.00.

NORTH STAR The North Star is a new midseason variety that is proving its worth for me. It is a very vigorous grower, does not make so many plants as some, but they are real giants in size, much the largest of any variety I ever saw. The immense foliage protects the bloom from frost injury. They will produce a good crop of extra large, really beautiful bright red berries of the finest quality. If you want a strictly fancy berry of the largest size and a flavor and quality that you will appreciate try the North Star.

PRICE OF PLANTS—25 plants 65c, 50 plants \$1.25, 100 plants \$2.00, 200 plants \$3.25, 300 plants \$4.25, 500 plants \$6.00, 1000 plants \$10.00.

CATSKILL The Catskill is quite popular as a midseason berry. Is a vigorous grower and makes plenty of strong healthy plants, blooms very late and escapes the frost. It will produce a good crop of large, handsome, bright red berries that are really attractive and sell well but the quality is only fair. Its their beauty that sells them. I have a fine lot of plants for those who like the Catskill.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00, 1000 plants \$8.00.

BIG JOE For years Big Joe has been the leading midseason berry and still is a leader. It makes a rapid growth and lots of strong healthy plants, bears a heavy crop of large handsome, bright red berries that are firm and of fine quality, very attractive and bring top prices

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00, 1000 plants \$8.00.

DRESDEN The Dresden is a new midseason berry that is proving quite promising with me. Its a strong vigorous grower and a good plant maker and produces an enormous crop of very large, bright red berries of good quality. If you are looking for a variety with big yields Dresden will surely fill the bill.

PRICE OF PLANTS—25 plants 65c, 50 plants \$1.25, 100 plants \$2.00, 200 plants \$3.25, 300 plants \$4.25, 500 plants \$6.00. 1000 plants \$10.00.

ABERDEEN This is a mid-season variety that has proved outstanding with me. Makes a vigorous, healthy growth and lots of plants that produce enormous crops of large size, light red, good quality berries. Ripens over a long period and sizes up good all season. They are very attractive and find a ready sale at top prices. A row of Aberdeen berries ready to pick is a sight to behold. Very scarce this year for the reason mentioned elsewhere.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75 500 plants \$4.00.

GANDY This is one of the leading varieties. Makes a vigorous growth and plenty of plants which produce a good crop of large size, firm, bright red berries of fine quality that bring top prices.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00, 1000 plants \$8.00.

WM. BELT A late variety of good quality and fine flavor. Where appearance and fine quality is desired they fill the bill.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75.

AROMA. This is a late variety that makes a good growth and plenty of medium sized plants which produce a good crop of large, bright red berries of good quality.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00. 1000 plants \$8.00.

STARBRIGHT This is one of the latest new mid-season varieties, and comes very highly recommended. Very few plants to offer this year.

PRICE OF PLANTS—25 plants 65c, 50 plants \$1.25, 100 plants \$2.00.

CHESAPEAKE Here is the outstanding late variety, the real aristocrat of them all. It makes a strong vigorous growth of large healthy plants, blooms very late, escapes the frosts and always comes through with a good crop of very large, fancy berries and superb quality. They are so attractive that they will always out sell all other varieties on any market. For several years now the late berries have out sold the early ones. Why not plant Chesapeake this year and march right through to Victory and high prices. I am in a position to fill any order for them.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants 4.00, 1000 plants \$8.00.

AMBROSIA This is a late variety that is really a very vigorous grower, makes lots of large healthy plants, blooms very late and escapes the frost which is a point in its favor. It produces a heavy crop of very large bright red berries of good quality and is so attractive that it will always sell at the highest prices.

PRICE OF PLANTS—25 plants 50c, 50 plants 75c, 100 plants \$1.25, 200 plants \$2.00, 300 plants \$2.75, 500 plants \$4.00, 1000 plants \$8.00

RED STAR The Red Star is a new variety that is claimed to be the latest berry of all. It makes a wonderful vigorous growth of large healthy plants with large crowns. It is said to produce a heavy crop of very large, bright red berries of good quality if it makes good on the claims made for it and extends the season several days beyond other late varieties. It should prove a winner as its the very late berries that bring top prices. Try them out.

PRICE OF PLANTS—25 plants 65c, 50 plants \$1.25, 100 plants \$2.00, 200 plants \$3.25, 300 plants \$4.25, 500 plants \$6.00, 1000 plants \$10.00.

Everbearing Varieties

MASTODON The Mastodon is the most popular of the Everbearers but does not make near so many plants as the Gem, but it does produce a good crop, large size, beautiful berries of good quality from July to late fall.

PRICE OF PLANTS—25 plants 65c, 50 plants \$1.25, 100 plants \$2.00, 200 plants \$3.75, 300 plants \$5.75, 500 plants \$6.50.

GEM The Gem is by far the best plant maker of any of the different varieties of Everbearers. Last year our Gems really went to town in the plant business as rows 4 feet wide were filled from row to row with plants. They bear a heavy crop of very large, light red berries of good quality. Just think of big, ripe, luscious berries from July to around November as it takes a very hard freeze to stop them.

PRICE OF PLANTS—25 plants 65c, 50 plants \$1.25, 100 plants \$2.00, 200 plants \$3.75, 300 plants \$4.75, 500 plants \$6.50, 1000 plants \$12.00.

NO PLANTS

Owing to an unusually wet summer and fall the past season and shortage of help at the right time I will have no Premier and Nancy Lee to offer this year and very few Aberdeen for the same reason.

Victory Collections

No. 1	{ 50 DORSETT 50 BIG JOE 50 CHESAPEAKE } \$2.00
No. 2	{ 100 FAIRFAX 100 CATSKILL 100 GANDY } \$ 3.00
No. 3	{ 100 SHELTON 100 GRAND CHAMPION 50 RED STAR } \$3.00
No. 4	{ 50 CLERMONT 100 DRESDEN 100 AMBROSIA } \$3.00
No. 5 (all star)	{ 250 SHELTON 250 GRAND CHAMPION 500 CHESAPEAKE } \$8.00

The Proven Leaders With Us

EARLY -- Dorsett, Fairfax and Shelton. For production, firmness, large size and outstanding quality they lead the field. You can't go wrong on these varieties.

MID-SEASON -- Aberdeen, Dresden, Big Joe and North Star. Aberdeen and Dresden bear enormous crops of large size and good quality, Big Joe is fine and North Star beats them all for large size fancy berries of outstanding quality.

LATE -- Chesapeake, Ambrosia and Gandy. Chesapeake is the real aristocrat of all, always comes through with a good crop of large fancy berries of the finest quality, Ambrosia is large very attractive and brings top prices. Gandy produces a good crop of fine large berries and good quality, one of the old standbys.

VERY LATE -- Red Star, a new variety, said by others to be the latest real good berry out. I can't say for myself as to that as I have not yet fruited it, but the plants are very large and vigorous which looks like a winner. Try them.

ALL SEASON -- Grand Champion. It starts to ripen with the early varieties and continues on with the late ones. It bears an enormous crop of very large bright red berries of the finest quality. It has proven a real Champion in every way.

EVERBEARING -- Mastodon and Gem, both good varieties that bear a heavy crop of large size and fine quality with Gem much the better plant maker.